



IF IT DOESN'T SAY
BUSH HOG®
IT JUST WON'T CUT IT™

New Dealer Program

WE'RE COMMITTED TO
SURPASSING YOUR
EXPECTATIONS.

NEW DEALER PROGRAM

Program Dates: Effective August 1, 2023; this program supersedes all prior New Dealer Programs.

Eligible Products: All Products outlined in the Bush Hog published price list.

Qualifications:	1st Year	12 pieces or \$40,000 at Suggested List Price
	2nd Year	20 pieces or \$80,000 at Suggested List Price
	3rd Year	30 pieces or \$130,000 at Suggested List Price

1st Year order must include a minimum of two (2) pieces from three or more product categories shown below and, beginning in 2nd Year, orders must include a minimum of three (3) pieces from three or more product categories.

Categories: *Cutters/Mowers, Landscape, Construction, Hay, Tillage, Snow*

Discounts: Dealers earn a **trade discount of 20% PLUS** an **additional 22% cash discount** on all products except Backhoes, Chippers, Manure Spreaders, Log Grapples and Snow Removal Products which receive the maximum published discount for the respective model.

Terms: 11 Months, (10th Prox.); in-season reorders receive same qualifying terms and discounts.

Co-Op Advertising: In years 1 & 2, the dealer will receive a co-op allowance of \$2,500 at a 50/50 level. (Dealer Pays up to \$2,500 and Bush Hog will match up to \$2,500.) Ads can include all Bush Hog products. In year 3, program qualifiers receive 50/50 co-op credit in the amount of 2% of program NET volumes.

Stock Up Parts Program:

Program participants are eligible for one order per year under the Levels Discounts and terms noted below in addition to standard parts orders available at List less 25%. Parts Program orders must be placed within 120 days of whole goods order submission.

PARTS PROGRAM LEVELS					
	ORDER AMOUNT	TRADE DISCOUNT	STOCKING DISCOUNT	TERMS	FREIGHT
LEVEL 1	Above \$5,000	25%	9%	Net 120 days 10th of the month (Parts Only)	Prepaid
LEVEL 2	Above \$15,000		12%		
LEVEL 3	Above \$30,000		15%		

- Conditions:**
- * Orders are for immediate shipment at Company convenience.
 - * Dealer must “step up” annually in order to receive the maximum discount..
 - * Bush Hog freight rates are charged for delivery on Bush Hog contracted trucks. If dealer requests delivery by other carriers, units will be shipped freight collect.
 - * Payment for products is due when sold at retail or at final due date, whichever occurs first. **Enrollment in company Term Sync Payment Portal is required.**
 - * Bush Hog reserves the right to implement temporary commodity and/or fuel surcharges where applicable.
 - * Bush Hog reserves the right to limit quantities, modify or discontinue this program at any time.